GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:6545
ANSWERED ON:09.05.2002
PROCEDURE FOR APPROVAL OF TV SERIALS
SADASHIVRAO DADOBA MANDLIK;SUKDEO PASWAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of norms adopted for giving approval of TV serials;

(b) whether some irregularities have been noticed in the procedure adopted for giving approval to TV serials;

(c) if so, the details thereof and the action taken by the Government against the guilty persons/officials; and

(d) the efforts being made by the Government to simplify the procedure regarding approval of TV serials?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati has informed that there are separate guidelines for processing ofproposals of TV serials telecast on Doordarshan under sponsored and commissioned categories. The proposals for sponsored serials are first considered by the Evaluation Committee which examines the proposal in detail. The serials recommended by the EvaluationCommittee are then put to the Selection Committee for approval which consists of senior officials of Doordarshan and outside experts from various fields.

The proposals of commissioned serials are first evaluated by Evaluation Committeewhich consists of senior officials of Doordarshan and outside experts from various fields. Thereafter, the shortlisted programmes are put up to the Costing Committee for final decision.

(b)& (c): Prasar Bharati has intimated that the guidelines are strictly followed by Doordarshan.Programme matters of Doordarshan including selection of serials, come under the purview of Prasar Bharati, which is competent to take decision in this regard. Irregularities, as and when brought to the notice of this Ministry, either directly or through the observations of the C&AG,are brought to the notice of Prasar Bharati, for appropriate action.

(d): The guidelines for selection of programmes are also periodically reviewed and modified by Prasar Bharati according to the changing requirements and to simplify the procedure for selection/approval of programmes/serials in a transparent manner.